

EXHIBIT U

PART 6 OF 6

Settlement Agreement with Authors Guild & AAP Google

In October 2008, we announced a settlement agreement with U.S. authors and publishers.

If approved by the court, this agreement will:

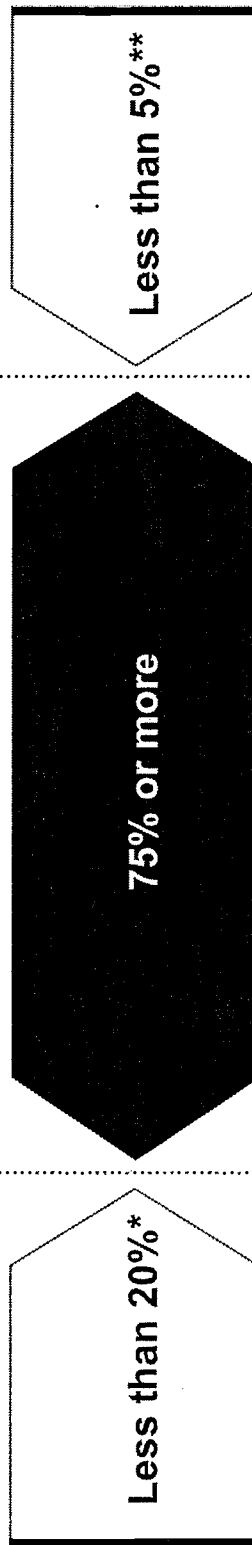
- Open access to millions of books in the U.S.
- Expand the market for authors and publishers to sell their works
- Continue to bring more of the world's offline content online.



Copyright Status

Google

Public Domain	"The Twilight Zone"	In-Print
Books published before 1923	Books published after 1923 but...	Available in a bookstore
<ul style="list-style-type: none"> • Out of Print • Orphaned works, or simply unclear copyright status 		



*OCLC analysis of the Google Books Library Project <http://www.dlib.org/dlib/september05/lavoie/09lavoie.html>

**O'Reilly Radar: http://radar.oreilly.com/archives/2005/11/ooops_only_4_of_titles_are_bein.html

Scope

Google

The agreement settles existing US lawsuits against Google Book Search.

Agreement is between Google and a class including all US copyright holders (authors, publishers, etc.) for books that we have scanned or are intending to scan.

Agreement only pertains to uses of these books in the U.S.

- Includes international books.
- Does not cover books published after Jan 5, 2009

Covers the following works

- Included: Books
- Excluded: Journals, musical compositions, images

Overview

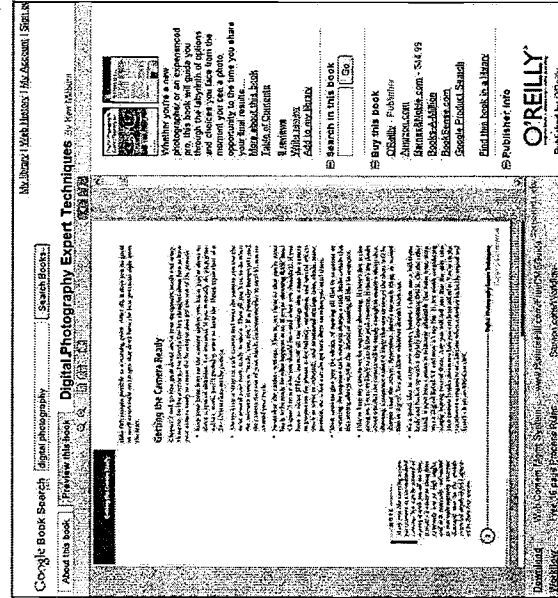
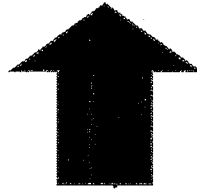
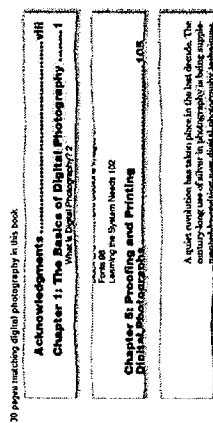
Google

- Extensive process to notify rightsholders of the agreement.
- Rightsholders have choice as to their participation:
 - Opt out of the settlement
 - Remove books from scanning
 - Select desired access models
- Google is authorized to scan, index, and make non-display uses for all books.
- Several models are defined for providing access to the content of the books. For in-print books, the access models are by default off, for out-of-print books the access models are by default turned on.
- Book Rights Registry formed as an independent organization to represent rightsholders and to collect and distribute revenue.

Changes to Google Book Search

Google

U.S. readers will be able to search, preview, and purchase access to millions of in-copyright out-of-print books.



From Snippet View...

...to Sample Pages View

- 20% free to preview
- Can purchase full view of book
- Can purchase institutional subscriptions
- Author and/or publisher receives revenue from sales.

Google Confidential and Proprietary

Book Rights Registry

Google

Registry: new nonprofit, jointly managed by publishers and authors

- **Enables rightsholders to work with Google**
 - provides a way for rightsholders to request inclusion or exclusion of their works from the project, define how they want their rights to be handled
 - collects and pays out revenue from use of their works
- **Enables competition and efficient licensing**
 - locates rightsholders and maintains accurate database of contact information, making it cheaper and easier for people to make licensing arrangements
 - licenses search engines and other third party services, to the extent authorized by law and rightsholders.

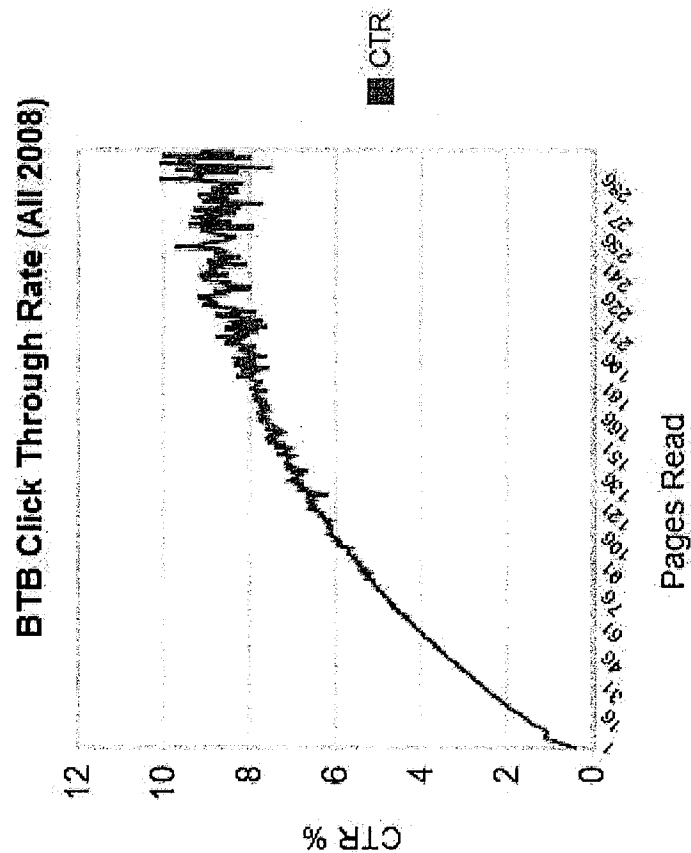
Access Models

Google[™]

- Preview Uses
- Online Consumer Purchase
 - Enable user to buy online access to a single work.
 - Default pricing set by Google using an algorithmic pricing model to maximize revenue for each individual work.
 - Rightsholder able to set price if desired.
- Institutional Subscription
 - FTE pricing for higher educational and corporate markets.
- Public Access Terminal
 - One free on-site “terminal” for all public and university libraries in US.
- Additional models:
 - Print on demand, custom publishing, consumer subscription, PDF downloads.

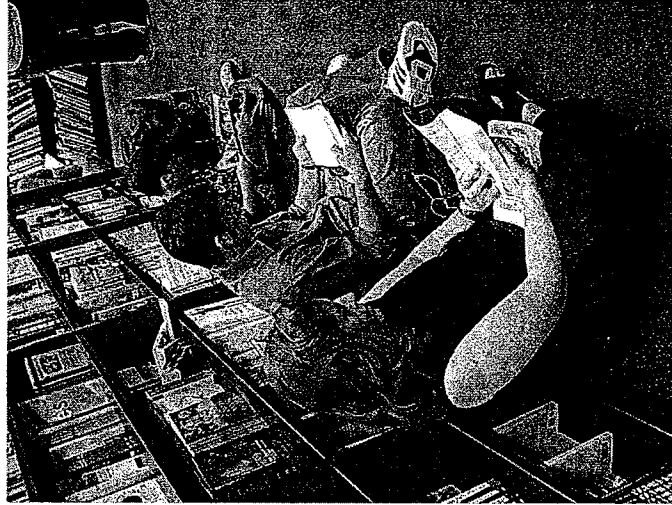
Consumer purchase

Data shows that browsing leads to buying



Google

Sell immediate online access for your books.



Coming Soon: Consumer Purchase

Google™

- ✓ Enable sales directly to consumers from your Book Search previews
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- ✓ Bridge to mobile access



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Front Cover

Curious George Flies a Kite
Pictures by **M.A. RAY**

George's adventures with bunnies, fishing poles, and a powerful kite are told in a simplified text suitable for first-graders to ... [more »](#)

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Books Reports My Account **Product Setup**

Imprint Settings | Co-Branded Ebook Search

Google Inc. - Default Imprint — Basic Program Settings | Instant Access Settings | Ad Settings

Instant Access Settings [Learn More](#)

Status: ☒ Enable Instant Access

Access Rights:

☒ Same as book search territories
☐ Other territories (specify):

[Territory codes](#)

Default Pricing:

☒ % of list price
☐ USD

[The price you set is above 80% of the list price of the printed version. Google reserves the right to not sell instant access to books priced above this threshold. \[Learn more\]\(#\)](#)

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- books can be purchased by users around the world

Establish pricing

- suggested list price 60% of lowest price print edition
- ability to set 0-100% of lowest price print edition
- set different prices for individual and institutional access

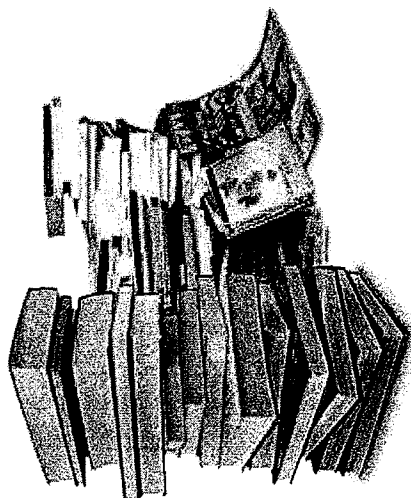
Initial rollout will include US and UK publishers

- English-only interface at launch

Google

Google Books Partner Program

Over 1 Million Books



Over 20,000 Publishers



Over 100 Domains

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